7   wherein the processor, in response to the

8   instructions:

9   receives a request from the client computer to

10   download to the client computer an agent for rendering an

11   information object, the request being issued by the client

12   computer in response to execution, through a browser

13   situated and executing in the client computer, of

14   advertising code embedded in a web page to be displayed by

15   the browser; and

16   downloads, in response to the request, the agent

17   to the client computer such that the agent can be executed,

18   under the browser, in the client computer for subsequently

19   rendering the information object.

1   3.   The apparatus in claim 2 wherein the information

2   object comprises a web advertisement and the code comprises

3   advertising code.

1   4.   The apparatus in claim 3 wherein the advertising code

2   comprises a component which specifies the network server on

3   which the agent resides, the network server being a

4   distribution server.

1   5.   The apparatus in claim 4 wherein the advertising code

2   further comprises an advertising tag, which, when executed

3   by the browser, causes the browser to dynamically write a

4   plurality of predefined applet tags that collectively

5   implement a script into the web page, wherein the script,

6   when subsequently executed by the browser, causes the

7   client computer to download the agent from the distribution

8   server and thereafter instantiate and execute the agent.

1   6.   The apparatus in claim 5 wherein the distribution

2   server receives a request from the client computer, issued

3   by the client computer as a result of the browser executing

4   the tag, to download the script; and, in response to the

5   request, downloads the script to the client computer.

1   7.   The apparatus in claim 6 wherein the first request

2   occurs in response to execution of the script by the client

3   computer.

1   8.   The apparatus in claim 4 wherein the distribution

2   server implements a proxy server, wherein a request issued

3   by the client computer, as a result of executing the Ad

4   Controller applet, to download a file is directed, via the

5   proxy server, to an advertising server, and the file, as

6   provided by the advertising server, is directed through the

7   proxy server, to the client computer.

1   9.   The apparatus in claim 8 wherein the file comprises an

2   Ad Descriptor file.

1   10.   The apparatus in claim 4 wherein the agent comprises

2   first and second applets, wherein the client computer

3   issues first and second requests to the distribution server

4   to download, to the client computer, the first and second

5   applets.

1   11.   The apparatus in claim 10 wherein the first and second

2   applets comprises a Transition Sensor and Ad Controller

3   applets, respectively.

-7-

1   12.   The apparatus in claim 11 wherein the advertising code

2   comprises a component which specifies the network server on

3   which the agent resides, the network server being a

4   distribution server.

1   13.) The apparatus in claim 12 wherein the advertising code

2   further comprises an advertising tag, which, when executed

3   by the browser, causes the browser to dynamically write a

4   plurality of predefined applet tags that collectively

5   implement a script into the web page, wherein the script,

6   when subsequently executed by the browser, causes the

7   client computer to download the agent from the distribution

8   server and thereafter instantiate and execute the agent.

1   14.   The apparatus in claim 13 wherein the distribution

2   server receives a request from the client computer, issued

3   by the client computer as a result of the browser executing

4   the tag, to download the script; and, in response to the

5   request, downloads the script to the client computer.

1   15.   The apparatus in claim 14 wherein the first request

2   occurs in response to execution of the script by the client

3   computer.

1   16.   The apparatus in claim 15 wherein the distribution

2   server implements a proxy server, wherein a request issued

3   by the client computer, as a result of executing the Ad

4   Controller applet, to download a file is directed, via the

5   proxy server, to an advertising server, and the file, as

6   provided by the advertising server, is directed through the
7   proxy server, to the client computer.

1   17.   The apparatus in claim 16 wherein the file comprises
2   an Ad Descriptor file.

1   18.   In conjunction with apparatus for a network server,
2   the server having a processor, and a memory connected to
3   the processor and storing computer executable instructions;
4   a method, for use in distributing an information object to
5   a client computer, comprising the steps, performed by the
6   processor in response to the executable instructions, of:
        receiving a request from the client computer to
8   download to the client computer an agent for rendering an
9   information object, the request being issued by the client
10   computer in response to execution, through a browser
11   situated and executing in the client computer, of code
12   embedded in a web page to be displayed by the browser; and
13   downloading, in response to the request, the agent to
14   the client computer such that the agent can be executed,
15   under the browser, in the client computer for subsequently
16   rendering the information object.

1   19.   The method in claim 18 wherein the information object
2   comprises a web advertisement and the code comprises
3   advertising code.

1   20.   The method in claim 19 wherein the advertising code
2   comprises a component which specifies the network server on
3   which the agent resides, the network server being a
4   distribution server.

-9-

21.   The method in claim 20 wherein the advertising code further comprises an advertising tag, which, when executed by the browser, causes the browser to dynamically write a plurality of predefined applet tags that collectively implement a script into the web page, wherein the script, when subsequently executed by the browser, causes the client computer to download the agent from the distribution server and thereafter instantiate and execute the agent.

22.   The method in claim 21 further comprising the steps, performed by the distribution server, of:

receiving a request from the client computer, issued by the client computer as a result of the browser executing the tag, to download the script; and

in response to the request, downloading the script to the client computer.

23.   The method in claim 22 wherein the first request occurs in response to execution of the script by the client computer.

24.   The method in claim 20, wherein the distribution server implements a proxy server, further comprising the steps, performed in the distribution server, of:

directing, to an advertising server, a request issued by the client computer, as a result of executing the Ad Controller applet, to download a file from the advertising server; and

directing the file, as provided by the advertising server, to the client computer.

-10-

1   25.   The method in claim 24 wherein the file comprises an
2   Ad Descriptor file.

1   26.   The method in claim 20 wherein the agent comprises
2   first and second applets, wherein the client computer
3   issues first and second requests to the distribution server
4   to download, to the client computer, the first and second
5   applets.

1   27.   The method in claim 26 wherein the first and second
2   applets comprises a Transition Sensor and Ad Controller
3   applets, respectively.

1   28.   The method in claim 27 wherein the advertising code
2   comprises a component which specifies the network server on
3   which the agent resides, the network server being a
4   distribution server.

1   29.   The method in claim 28 wherein the advertising code
2   further comprises an advertising tag, which, when executed
3   by the browser, causes the browser to dynamically write a
4   plurality of predefined applet tags that collectively
5   implement a script into the web page, wherein the script,
6   when subsequently executed by the browser, causes the
7   client computer to download the agent from the distribution
8   server and thereafter instantiate and execute the agent.

1   30.   The method in claim 29 further comprising the steps,
2   performed by the distribution server, of:

-11-

3　　　　 receiving a request from the client computer, issued

4　 by the client computer as a result of the browser executing

5　 the tag, to download the script; and

6　　　　 in response to the request, downloading the script to

7　 the client computer.

1　　 31.　 The method in claim 30 wherein the first request

2　 occurs in response to execution of the script by the client

3　 computer.

1　　 32.　 The method in claim 31, wherein the distribution

2　 server implements a proxy server, further comprising the

3　 steps, performed in the distribution server, of:

4　　　　 directing, to an advertising server, a request issued

5　 by the client computer, as a result of executing the Ad

6　 Controller applet, to download a file from the advertising

7　 server; and

8　　　　 directing the file, as provided by the advertising

9　 server, to the client computer.

1　　 33.　 The method in claim 32 wherein the file comprises an

2　 Ad Descriptor file. --.

IN THE ABSTRACT-

Page 99, line　 7　　 Delete "and".

<center>**REMARKS**</center>

　　　 The above amendments have been made to: (a)
change the title to one that more fully describes the

<center>-12-</center>